

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

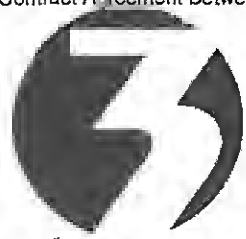
Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 566380 /		Alt Order # 07895030
Product Crossroads GPS		
Contract Dates 08/08/12 - 08/14/12		Estimate # 12/11/882
Advertiser Crossroads GPS		Original Date / Revision 08/09/12 / 08/09/12
Billing Cycle EOM/EDC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/08/12	08/12/12	NewsChannel 3 News	5-6am		:30			NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$240.00			
2	3	08/13/12	08/14/12	NewsChannel 3 News	5-6am		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$240.00			
3	3	08/08/12	08/12/12	NewsChannel 3 News	6-7am		:30			NM	3	\$1,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$365.00			
4	3	08/13/12	08/14/12	NewsChannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$365.00			
5	3	08/08/12	08/12/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--222--				6	\$280.00			
E 6	3	08/13/12	08/14/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				6	\$280.00			
7	3	08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$200.00			
8	3	08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$485.00			
9	3	08/12/12	08/12/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$555.00			
10	3	08/08/12	08/12/12	Let's Make A Deal 9am	9-10am		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$415.00			
11	3	08/13/12	08/14/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$415.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
566380 /	07895030

Contract Dates	Product	Estimate #
08/08/12 - 08/14/12	Crossroads GPS	12/11/882

Advertiser	Original Date / Revision
Crossroads GPS	08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
12	3	08/08/12	08/12/12	Price Is Right	11am-12n		:30			NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$555.00			
13	3	08/13/12	08/14/12	Price Is Right	11am-12n		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$555.00			
14	3	08/08/12	08/12/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$415.00			
15	3	08/13/12	08/14/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$415.00			
16	3	08/08/12	08/12/12	CBS Daytime	1228-3pm		:30			NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$555.00			
17	3	08/13/12	08/14/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$555.00			
18	3	08/08/12	08/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3	\$1,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$395.00			
19	3	08/13/12	08/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$395.00			
20	3	08/08/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$280.00			
21	3	08/13/12	08/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$280.00			
22	3	08/08/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$465.00			
23	3	08/13/12	08/14/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$465.00			
24	3	08/08/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$435.00			
25	3	08/13/12	08/14/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$435.00			
26	3	08/08/12	08/12/12	Newschannel 3 News	8-630pm		:30			NM	3	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--111--				3	\$505.00			
27	3	08/13/12	08/14/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	11-----				2	\$505.00			
28	3	08/08/12	08/12/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 --111-- 3 \$585.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 3 3 08/06/12-08/12/12 7-730pm 7-730pm ---WThF--- :30 \$585.00 NM Credited												
29	3	08/13/12	08/14/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 11----- 2 \$585.00												
E 30	3	08/08/12	08/12/12	730-8pm	730-8pm		:30			NM	2	\$1,110.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 --111-- 3 \$555.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 3 3 08/06/12-08/12/12 730-8pm 730-8pm ---WThF--- :30 \$555.00 NM Credited												
31	3	08/13/12	08/14/12	730-8pm	730-8pm		:30			NM	2	\$1,110.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 11----- 2 \$555.00												
32	3	08/08/12	08/12/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 --111-- 3 \$760.00												
33	3	08/13/12	08/14/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 11----- 2 \$760.00												
34	3	08/12/12	08/12/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -----S 1 \$515.00												
35	3	08/08/12	08/12/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 --111-- 3 \$235.00												
36	3	08/13/12	08/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 11----- 2 \$235.00												
37	3	08/11/12	08/11/12	Saturday Prime	9-10pm		:30			NM	1	\$555.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -----S- 1 \$555.00												
Totals											90	\$38,330.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	90	\$38,330.00	\$32,580.50
Totals	90	\$38,330.00	\$32,580.50

Signature: _____ Date: _____

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